

Development of an Astrobiology Communication Roadmap

Margaret S. Race

*SETI Institute
515 No. Whisman Rd.
Mountain View, CA 94043
USA
mracemom@aol.com*

Cherilyn Morrow

*Space Science Institute
Boulder CO
USA*

Carol Oliver

*Australian Centre for Astrobiology,
Macquarie University,
Australia*

Emily CoBabe-Ammann

*Laboratory for Atmospheric and Space Physics,
University of Colorado, Boulder
USA*

Daniella Scalice

*NASA Astrobiology Institute
NASA Ames Research Center
USA*

The emerging field of Astrobiology is generating new scientific knowledge and perspective at a rapid pace. Communication and explanation of this new information to diverse audiences and stakeholders is an ongoing challenge. During the past year, the NAI Science Communication Working Group undertook a systematic review of the communication types, diverse audiences, and technical and societal issues involved in Astrobiology in order to develop a framework for addressing the complex communications needs of the field. The resulting Astrobiology Communication Roadmap was developed through an iterative process to support and complement the Astrobiology Science Roadmap and its associated Implementation Principles. The Communication Roadmap identifies specific goals and objectives that outline pathways for interdisciplinary communication aimed at multiple audiences for varied purposes. Included in the plan are communications between and among researchers in the multiple disciplines of Astrobiology; cross-cultural communication with professionals in different science and non-science fields; communication aimed at the special needs of the educational sector and mass media professionals; and outreach to diverse public audiences. At this juncture the Astrobiology Communication Roadmap is being presented to the NAI community to inform them about this strategic plan and to invite their comments prior to final revision and adoption of the roadmap as a guideline for future proactive communication activities.